

And, now for the last week before Christmas

What to give the men.



Magnificent Neckwear—the very swellest puffs, tecks and wide-end four-in-hands. 50c.

A cheaper line—full of style and beauty—at 25c.

Handsome Umbrellas that roll as close as a cane—neat and nobby handles—good and durable. \$1, \$1.25, \$1.50, \$2, \$2.50, \$3, \$3.50, \$4, \$4.50 and \$5.

Smoking Jackets; full of beauty and comfort. \$2.89, \$5 and \$8.

Travelers' Leather Dressing Cases—75c, \$1, \$1.50, \$2.50.
Silk Handkerchiefs—with colored borders—25 and 50c. Plain white, 25, 50, 75, 90c, and \$1. With initial, 25, 50, 75, 90c, and \$1.
KID GLOVES—undressed Kid Gloves—grays and tans—\$1 a pair. Silk lined \$1.25.
Regular \$2.25 Undressed Kid Gloves—grays and tans—at \$1.50 a pair.
Dressed Kid Gloves at \$1, \$1.25 and \$1.50 a pair.
New Turkish Bath Robes—\$2, \$2.50, \$3, \$3.50, \$4 and \$5.
Macintoshes—\$1 and \$3. For boys, \$3.
Silk Suspenders—put up in neat boxes—50c. a pair.
Silk Suspenders with sterling silver buckles—\$1.50 and \$2 a pair.

Leather Collar and Cuff Boxes—50, 75c., \$1, \$1.50 and \$1.69.
Wood Collar and Cuff Boxes—\$3 and \$3.50 each.
HANDKERCHIEFS—All-White Hemstitched Initial Handkerchiefs—12½c. each.
All-White Hemstitched Handkerchiefs—12c. grade at 12½c.
Extra Grade Pure Linen White Hemstitched Initial Handkerchiefs—25c. each.
Super Quality Pure Linen Hemstitched Handkerchiefs—37½c. and 50c. each.
Colored Border Jacquard Handkerchiefs—50c. each.
Polka Dot Colored Border Hemstitched Handkerchiefs—10c. each—3 for 25c.

Excellent Table Damask, at 50c.



At 50c. A YARD we have a 68-inch pure linen, full bleached, extra heavy Table Damask—smooth satin finish—white as newly fallen snow—in a round dozen of the prettiest floral, scroll and set figure patterns that we have ever known to be woven into a damask at this price. It is remarkably good and serviceable. We know of some at 69c. that "can't touch it."

AT 62½c.—70-inch Extra Heavy Bleached Table Damask in a host of attractive patterns. This is a regular 70c. grade.

AT 75c.—70-inch excellent quality Enchanted Table Damask—eleven very choice patterns. Regular \$1 grade.

AT \$1.—72-inch very handsome Table Damask—six oral and scroll patterns.

mask—magnificent large floral and scroll designs. This can't be matched anywhere under \$3.50 a yard.

We've an exceptionally good assortment of NAPKINS—50c. on up to \$4 a dozen.

What a tremendous sale our \$1 Kid Gloves are having!

There's nothing strange about it, either. We expected it. The gloves are worthy. Our patrons have worn them, found them strictly first-class and recommended them to their friends. Hundreds of pairs are now being sold that will cause many faces to be wreathed in smiles Christmas morning. The "Chaumont" and "P. L." are unquestionably the best Kid Gloves that ever crossed a counter at \$1 a pair. Every new and staple color. Black and self stitching.

New Line of Golf Capes.

The new line has just arrived. You'll find some beauties among the lot.

\$6.50, \$7, \$8, \$9, \$10 and \$12.
 For children, at \$5 and \$6.50.
\$15 SUITS AT \$12.50—made of handsome blue and green camel's hair—fly front scolloped jackets—6-gore pleat-back skirts. Regular \$15 suits, at \$12.50.

COATS—made of excellent black kersey. Single and double breasted. Some have velvet collars. Some have over-lapped seams, some strapped seams, some tailored seams. All are lined with silk, plain and fancy. Regular \$10 coats, at \$8 each.

Regular \$15 Black Kersey Coats—lined with Skinner's guaranteed black satin—AT \$12.
 Other good values in coats at \$3.50, \$5, \$6, \$10, \$12 and \$16.
SHAWLS—shoulder or breakfast shawls—black and white shepherd checks in various sizes. Part wool, at 80c. and 50c. All-wool, at 75c., \$1 and \$1.25.
 Single Shawls—\$1, \$1.25, \$1.50, \$2, \$2.50, and \$3.
 Double Shawls—\$4, \$5 and \$7.

Solid Gold Jewelry.

We warrant each and every one of the following items to be 10-karat gold:
Link Cuff Buttons—\$2.39, \$2.59 and \$3.69 a pair.
Ear Rings—pearl, rose diamond and opal settings—\$2, \$2.39 and \$2.98 a pair.
Brooches—pearl and opal settings—\$2.98, \$3.49, \$5 and \$5.38 each.
Rings—pearl and opal settings—\$1.29, \$1.69, \$2.50, \$3.50 and \$4 each.
Children's Rings—50c. each.
Misses' Rings—80c. each.
Children's Chain Bracelets—lock and key—43 each.

Leather Goods.

Combination Purse—all leather—seal, levant, alligator, etc.—25, 50, 75c., \$1, \$1.25 and \$1.69 each.
Sterling Mounted Combination Purse—50, 60c., \$1, \$1.50, \$2, \$2.50, \$3 and \$3.69 each.
Zaza Finger Purse—quilted new-plg skin, levant and ooze leather—25, 50c. and \$1 each. Mounted with 1½ inch sterling initials. 19c. extra.
Lap Denks—50, 75c., \$1, \$1.50, \$2, \$2.50 and \$3 each.
Double Combination Morocco Purse—black and brown—25c. each.

Free Souvenirs

to Pattern Buyers.

With every purchase of a Butterick Pattern, a "Delineator" or a "Metropolitan-Fashions" we will give free a handsome holiday souvenir published by the Butterick Publishing Company. It is a splendid 82-page magazine, containing many interesting articles—fully illustrated.

Be sure to get a copy. The "Delineator" is 15c. So is the "Metropolitan Fashions." The fashion sheets are free.

By the way, wouldn't a year's subscription to the "Delineator" make a most acceptable gift? It's only a dollar.

Extracts and Soaps.

Fine line of Toilet Extracts—in fancy bottles—assorted odors—10c. a bottle.
Bottled Extracts—put up in fancy boxes—Oakley's best goods—25 and 50c. each.
Rhino Violet Extracts—put up in fancy boxes—75c. each.
Colgate's Extracts—all odors—25c. an ounce.
Roger & Gallet's Extracts—white rose and violet, 50c. an ounce. Peau de Espegue and Viora Violetina, 62½c. an ounce.
Empty Perfume Bottles, with cut glass stoppers—1-ounce size, 15c.; 2-ounce, 15c.; 4-ounce, 25c.
Armour's Fancy Toilet Soap—Carnation and Violet—2 cakes in a box—25c. a box.
Jergens' Fancy Toilet Soap—Carnation and Violet—2 cakes in a box—25c. a box.
Colgate's Cashmere Bouquet—24c. a cake.
Roger & Gallet's Soap—all odors—23c. a cake—62c. a box.
Violette San Remo—3 cakes in a box—10c. a box.
Florentine Orris Root—25c. a package.

Music Boxes.

The big Olympia at \$150 has been sold.
 We have a splendid line of Olympias in magnificent cases at \$100, \$75, \$57.50, \$45, \$25 and \$15. You will find them on our second floor. Hear them play.

Of Importance! Concerning the delivery of purchases. Owing to the tremendous rush of Holiday business we kindly ask you to take small parcels with you when possible. We are doing everything in our power to deliver goods promptly. Our delivery force has been doubled. We will surely deliver every purchase that we promise to deliver. Deliveries will be made till the wee sma' hours of Christmas morn. Your purchase may be among them. If so we kindly ask your indulgence.

Dolls, Toys and Games.

What jolly, laughing crowds throng the aisles entering into the spirit of Christmas shopping with enthusiasm and good cheer! Judging by the way the great quantities of Christmas goods are sold here one would almost think there was no other Christmas store in Norfolk. Of course there is a reason for this we think that it comes from the well-known fact that

all Christmas goods are sold cheapest here!

The Games.

Steeple Chase—Whirlpool—Hit or Miss—Yachting—Robinson Crusoe—Fox and Geese—Baseball—Snake—Old Maid—5c. each.
Harlequin—Bagatelle—Got There—Diamonds and Hearts—Lost Diamond—Bounce—Catching the Mice—others—10c. each.
A Frog He Would a Wooling Go—Indiana—Mother Goose's Christmas Party—Ups and Downs—Captive Princess—Fish Pond—others—20c. each.
Large Fish Pond—Indiana—Troublesome Donkey—Robber Kitten—others—37½c. each.
King of the Quail—Steeple Chase—Parachute—50c. each.
War at Sea—Trip Around the World—Magnetic Fish Pond—Bobb—50c. each.
Backgammon Boards—10c., 15c., 25c., 37½c. each.
Archery Boards—plays 24 games—\$3.
Battles—41 each.
Fancy Cube Pyramid Blocks—25c. and 50c.
Spelling Boards—75c.
Brownie Ten Pins—large size—75c.
Old Glory A. B. C. Blocks—37½c.
Horse Reins—10 and 25c.

Children's Furniture

Children's Rocking Chairs—solid oak—50c. each. With cane bottom, \$1.19.
Mahogany finish—leather bottom, \$1.60.
Cane bottom, \$1.89.
Wicker Rockers, with cane bottoms—\$1, \$1.19, \$1.39, \$2.39 and \$3 each.
White Enamelled Rockers, with polished brass trimmings—50c.
White Enamelled Bureaus—polished brass trimmings—\$2.25 and \$3.
High-head, brass finished, beautifully trimmed Doll Beds—with mattress and pillows complete—18 inches long—\$1 each.



The Dolls.

Rag Dolls—25c. and 50c.
Knit Worsted Dolls—5c., 10c., 22c., 25c., 30c. and 50c.
Dressed Dolls—50c., 75c., \$1, \$1.50, \$2, \$2.50, \$3, \$4, \$5, \$6.50, \$7.50 and \$10.
Army and Navy Character Dolls—25c. each.
Dolls' Heads—10c., 15c., 25c., 30c., 42c., 50c. and 75c.
Dolls' Bodies—10c., 15c., 25c., 30c. and 50c.
Dolls' Caps—25c. and 50c.
Dolls' Shoes—5c., 10c., 15c., 20c., 25c. and 30c.
Dolls' Stockings—5c. and 10c.
Dolls' Go-Carts—metal wheels—25, 50, 75c., \$1, \$2.50, \$3 and \$5.
Dolls' Iron Beds—and Ranges—10, 25, 50, 80c. and \$1.
Dolls' Alcohol Ranges—50c. \$1, \$1.50, \$2 and \$3.50.

The Toys.

"Dewey" Locomotive and Tender—metal—95c.
Wooden Trains—35c. and \$1.
Lead Soldiers—20, 50, 80c. and \$1 a set.
Lead Naval Sails—sailors and ships—25, 50 and 15c.
Drums—50, 60, 80, 90 and \$1.
Real Snare Drums—\$1 and \$1.50.
Iron Delivery Wagons—large size—35c.
Magic Lanterns—75c., \$1, \$1.50 and \$2.
Wooden Express Wagons—25, 50c., \$1, \$1.75 and \$1.89.
Iron Roddy Express Wagons—\$1 and \$1.89.
Hobby Horses—\$1.50, \$2.50.
A. B. C. Blocks—5, 10, 25 and 50c.
Cut Out Wooden Letters—75c.
Wurships—10, 25 and 50c.
Telephone—25, 50 and 80c.
Cannon—large size—50c.
Fort—20c.
Horns and Hornpots—5, 10, 15, 25 and 50c.
Grocery Stores—\$9 and 95c.
Ten Pins—25c.
Target Outfits—50c.
Musical Boxes—50c. and \$1.
Children's Desks—50c., \$1.50, \$2.50 and \$5.
Enamel Cradles—pink, white and blue—30c.
Iron Toys—best grade—Engines, Hook and Ladder, Full Trains—55c. each.
5 O'clock Teas—polished brass—with stand and alcohol lamp complete—20c. Tea Pot alone, 10c.

Some Bargains in Handled Books.

We have quite a lot of books for old and young—slightly soiled and scarred from handling, that we will put on sale to-morrow at 1-3 OFF OUR REGULAR LOW PRICES.

Buy your Christmas Books here.

The works of Rosa N. Carey, A. Conan Doyle, Charlotte M. Braeme, Jules Verne, Victor Hugo, Captain Mayne Reid, Nathaniel Hawthorne, Marie Corelli, Edna Lyall and Rudyard Kipling and Cooper's Sea Tales—5 volumes in each set—clearly printed on good paper—cloth bound—full 12mo. size. Publisher's price, \$2. Our low price, 75c. a set.

The above item gives you an idea of how books in sets are sold here. Other books in sets at correspondingly low prices.

SINGLE VOLUMES—
Handy Volume Series—125 titles—cloth bound—publisher's price, 60c. Our price, 10c. each.
Handy Volume Series—cloth bound—illustrated covers—one in a box—179 titles—publisher's price, 75c.—our price, 20c. each.
Handy Volume Series—Dresden covers—179 titles—one in a box—publisher's price, \$1—our price, 35c. each.
12 mo. bound in assorted colors of cloth—150 titles—publisher's price, 75c.—our price, 15c. each.
Tales from McClure's—3 vols.—Robert, Adventure, The West, Adventure, War—5c. a set.
The Black Douglas—by S. R. Crockett—\$1.65.
Via Paris—by S. Marion Crawford—\$1.65.
The Black Wolf's Breed—by Harris Dickinson—\$1.65.
When Kithwood Was in Flower—by Edwin Caskoden—\$1.65.
The Battle of the Strong—by Gilbert Parker—\$1.65.
Pembrace—by Mary E. Wilkins—75c.
The Princess Alaine—by Richard Harding Davis—75c.
Prisoners of Hope—by Mary Johnson—\$1.65.

AT 50c. EACH—

The Honorable Peter Stirling—by Paul Leicester Ford.
The Continental Dragoon—by Robert Nelson Stephens.
The Road to Paris—by Robert Nelson Stephens.
An Enemy to the King—by Robert Nelson Stephens.
The Adventures of Francis—by S. Wein Mitchell.
Soldier Stories—by Rudyard Kipling.
The Choir Invisible—by James Lane Allen.
Under the Red Robe—by Stanley J. Trilby—by Du Maurier.
The Manxman—by Hall Caine.

Chinaware.

Here's a little list of very excellent chinaware at temptingly low prices:

Coffee Cups and Saucers—10c. each.
Bread and Butter Plates—10c. each.
Decorated Tea Pots—25c. each.
Chocolate Pots—30, 50 and 80c. each.
Shad Bowls—25 and 50c. each.
Brackets—20c. each.
Cake Plates—30, 50, 80c. and \$1 each.
Comb and Brush Trays—60, 80c., \$1 and \$1.19 each.
Colony Dishes—\$1 each.
Oatmeal Sops—60 and 80c. a set.
Syrup Jars—25 and 50c. each.
Sugar and Cream Sets—50c. a set.
3-piece Tea Sets—80c. a set.
Puff Boxes—10, 15, 25, 50 and 80c. each.

White Lawn Aprons.

Aprons are always acceptable. We show an exceptionally attractive line at 12½, 25, 33 and 50c. each.

Best quality Gingham Aprons—yard wide—fancy borders—10c. each. Yard-and-a-quarter wide, 12½c.

The Prisoner of Zenda—by Anthony Hope.
Caleb West, Master Diver—by S. Hopkinson Smith.
Books by Anthony Hope.
Soldiers of Fortune—by Richard Harding Davis.
The Celebrity—by Winston Churchill.

Children's Books.

Bible Stories, Robinson Crusoe, Young Folks' History of England and Wood's Natural History—75c. each. 100 pages—illustrations on nearly every page, many of them full page—attractive board covers. 25c. each.
Line Books—5c. up to 37½c. each.
Books for small children—publisher's bound—large colored pictures—B. C. books—story books—mother goose rhymes—drawing books, etc.—5c., 10c., 15c. and 25c. each.
One Syllable Series—for young readers, Aesop's Fables, 62 illustrations—A Child's Life of Christ, 40 illustrations—A Child's Story of the Bible, 72 illustrations—The Adventures of Robinson Crusoe, 70 illustrations—Bunyan's Pilgrim's Progress, 48 illustrations—Swiss Family Robinson, 60 illustrations—Gulliver's Travels, 60 illustrations—cloth bound. Publisher's price, 50c.—our price, 30c. each.
The Mother Goose Series—handsome cloth binding—illustrated covers. A series of profusely illustrated books for young children. Aladdin and the Wonderful Lamp and other stories—profusely illustrated. Beautiful and the Beast and other stories—profusely illustrated. Cinderella, or, The Little Glass Slipper, and other stories—profusely illustrated. Jack the Giant Killer and other stories—profusely illustrated. Little Red Riding Hood and other

Bric-a-Brac.

Japanese Vases—new and quaint designs—75c., \$1.39, \$1.69, \$2, \$2.25, \$2.50, \$3 and \$3.50 each.
Steins—genuine German beer mugs—pewter tops—50, 60, 80c., \$1.39, \$1.59 and \$1 each.
French China Comb and Brush Trays—80c., \$1.19 and \$1.39 each.
White Enamel Sets—of perfectly exact counterparts of the highest art in marble—25, 30, 60, 80c., \$1 and \$2 each.
Sacred Heart Statuettes—25, 50 and 80c. each.
Tobacco Jars—half dozen different characters—lift-out tops—25, 50, 80c. and \$1 each.
Louis XIV character figures—6 inches high—25c. each.
8-inch Character Figures—30c. each.
China Smoking Sets—\$1 each.

The New Furs.

Scarfs, 25c., 39c., 69c., 89c. and \$1.39.
 Muffs, \$2.25, \$3, \$2.50, \$4, \$5 and \$8.

Collarettes—\$2 on up to \$15.
 Children's Sets—muff and neckpiece—\$1.62½, \$2, \$2.50, \$3, \$4, \$5 and \$7.

Stories—profusely illustrated, Mother Goose's Rhymes—profusely illustrated, Mother Hubbard's Melodies—profusely illustrated, Puss in Boots and other stories—profusely illustrated, The Sleeping Beauty and other stories—profusely illustrated. Publisher's price, 60c.—our price, 25c. each.

Aesop's Fables and others, handsome colored board backs—illustrated by Palmer Cox—Publisher's price, \$1—our price, 25c. each.

Our Naval Heroes—told in one syllable—fully illustrated—Publisher's price, \$1—our price, 50c.

Life of Washington—Pilgrim's Progress and History of the United States—in words of one syllable—Publisher's price, \$1—our price, 37½c.

One-hundred-page Story Books—fully illustrated—large 8½x5½—20c. each. Chatterbox for 1899—50c. Sunday for 1900—60c.

The Alger series for boys—34 titles—handsomely bound. Publisher's price, \$1. Our price, 60c. each.

Mrs. L. T. Meade's Books for Girls—full line of titles—Publisher's price, \$1—our price, 30c. each.

Fifty-page Story Books—board back—large picture covers—10c. each.

Bibles.

SPECIAL AT 75c. EACH—Nelson's new series of Teachers' Bibles, containing new helps, new concordances, 12 new colored maps, 350 illustrations. Clearly printed in ministration type on good paper—leather binding—overlapping covers. Publisher's price, \$1.50. Our low price, 75c. Same as above, INDEXED—95c.

We show a splendid line of Bibles at 60c., 75c., \$1, \$1.39 and \$1.50 each.

Scissors and Knives.

200 pairs of fine steel Scissors—gilt handles 4 to 6 inches long—23c. a pair.

Boys' Pocket Knives—2 blades and 4 blades—assorted handles—10c., 15c. and 25c. each.

Playing Cards.

The New York Consolidated Playing Card Co.'s best products—
 At 10c. a pack, \$1 a dozen.
 At 15c. a pack, \$1.50 a dozen.
 At 19c. a pack, \$2 a dozen.
 At 25c. a pack, \$2.50 a dozen.
French Whist Cards—newest shape—25c. a pack.

New Miniatures.

Beautiful Miniatures, with pretty gilt mountings—religious and fancy subjects—¾ inch high, 10c.; 1 inch, 15c.; 1½ inch, 19 and 25c.; 2 inch, 25c.
Authors' and composers' perfect portraits—in plain brass frames—round—10c. each; 50c. for set of six.

A flurry in Handkerchiefs.

All-linen white hemstitched and colored border handkerchiefs. 5c.
 Pretty embroidered edge and embroidered corner handkerchiefs. 8c.
 Convent-made sheer linen handkerchiefs with fancy hand-drawn hems and corners—six styles—12½c.
 Handkerchief centres, all-linen, prettily hemstitched, 10c, 12½c. and 25c. each.

Embroidered Edge Handkerchiefs at \$1.12½, 17, 25, 37½, 50, 75c., \$1.00, \$1.25, \$1.50 and \$1.75 each.
Lace Edge Handkerchiefs at 10, 12½, 25, 50, 75c., \$1.00, \$1.50, \$2.00, \$2.50 and \$3.00 each.

All-Linen Hemstitched Handkerchiefs—10, 12½, 17, 25 and 50c. each. In ¼, ½ and 1-inch hems.
Children's Initial Handkerchiefs—3 in a box, 25c. With colored borders, at same price.

Warranted all-pure-linen laundered and unlaundersed Handkerchiefs, with neat hemstitch, 10c. each. Unlaundersed sheer thread linen hemstitched Handkerchiefs, 12½c. each. Fine French Handkerchiefs—all-pure—25c. each.



linen—hand embroidered—25 and 50c. each.
¼, ½ and 1-inch Hemstitched—5c. each.
Mourning Handkerchiefs—25c. each.

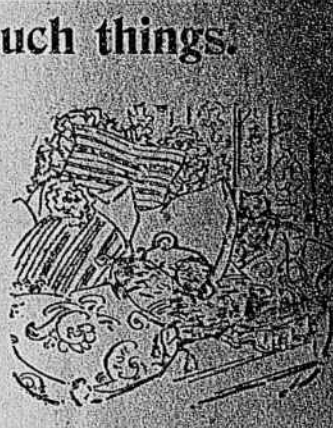
Pillow tops and such things.

Tapestry Pillow Tops—handsome designs, 25, 39, 50c., \$1, \$1.39. Fancy cords to match the tops, 12½ and 17c. a yard.

Cushions, filled with shredded feathers and cotton, covered with white cambric—18-inch, 25c.; 20-inch, 33c.; 22-inch, 39c.; 24-inch, 50c. Filled with pure down, at 50, 75, 87½c. and \$1.

Silk Covered Sofa Cushions—deep rifle—\$1. Tapestry covered—large size—\$1.75 and \$2. Pin Cushions—to be covered—10 and 15c. each.
Satin Covered Pin Cushions—all shapes and sizes—10, 15 and 33c. each.

Beautifully Covered Pin Cushions—plenty of lace and ribbons—all shapes and sizes—\$1.50, \$1.69, \$1.75, \$1.89, \$2 and \$2.39 each.
Handsome Silk Lambrequins—all colors—gold embroidery—\$2, \$2.50, \$3, \$3.50, \$4, \$4.50 and \$5 each.
Lithographed Tapestry Panels—handsome design—30x18 inches—\$1.25.



Cottage Rods—with fixtures—cherry or oak, 17. White enamel, 15c.
Monquette Rugs—18x30-inch, \$10. 27x36-inch, \$15. 36x48-inch, \$25.
Tapestry Portieres—\$1.39, \$2, \$2.50, \$3 on up to \$10 a pair.
Lace Curtains—\$2, \$2.50 on up to \$10 a pair. Cheaper ones too.

Another lot of handsome